CLAIMS

1. A computer system for designating rules for determining when print orders are to be generated from events occurring on a sales management database comprising:

an input device for receiving user input;

a display having a first display region displaying an item to be printed and a second display region displaying a menu of events associated with said sales management database;

a processor for receiving a user input selecting said item and one of said menu of said events;

a storage for storing an event rule relating said selected event and said selected item,

wherein, upon occurrence of said selected event, a print order relating to said item is generated.

2. The computer system for designating rules according to claim 1, wherein said second display region includes at least one event chosen from a new contact added to the sales management database and a contact rising to a new status level.

3. The computer system for designating rules according to claim 1, further comprising:

a third display region displaying to where the output of a print order is to be sent.

4. The computer system for designating rules according to claim 1, further comprising:

a third display region displaying when results of said print order are to be sent to a sales contact.

5. The computer system for designating rules according to claim 1, further comprising:

a third display region displaying when results of said print order are to be sent to a salesperson associated with a sales contact.

6. The computer system for designating rules according to claim 1, wherein the items relates to different versions of sales packets.

7. A method of designating event rules comprising the steps of:

providing a first display region allowing selection of items that contains information from a sales management database;

providing a second display region allowing selection of events that may occur in said sales management database;

receiving user designation of one of said items;

receiving user designation of one of said events,

wherein a print ~~order regarding said designated item is generated upon detection of~~ said designated event.

8.   The method according to claim 7, wherein said events include a change in said sales management database in at least one of a new contact being added to said database and a contact ~~rising to a new level of contact.~~